

## Message Text

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ACTION EUR-12

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R 131302Z APR 76  
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TO SECSTATE WASHDC 7968  
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UNCLAS THE HAGUE 2022

E.O. 11652: N/A  
TAGS: BEXP, NL  
SUBJ: FY76 CCP: THIRD QUARTER PROGRESS REPORT

REF: (A) THE HAGUE 1049; (B) THE HAGUE A-40; (C) THE HAGUE 162

ALL ACTIONS REQUIRED BY MARCH 31 COMPLETED AS STATED IN CCP EXCEPT:  
(A) CAMPAIGN ONE (COMPUTERS AND COMPUTER RELATED EQUIPMENT) ITEM 18:  
DEVELOPED ONLY ONE TRADE OPPORTUNITY; WILL MAKE UP SHORTFALL DURING  
FOURTH QUARTER.

(B) CAMPAIGN TWO (ENVIRONMENTAL CONTROL INSTRUMENTATION AND  
EQUIPMENT) ITEM 7: DID NOT INITIATE PLANS FOR GROUP FLIGHTS  
BECAUSE INTERNATIONAL POLLUTION ENGINEERING AND EQUIPMENT EX-  
POSITION (HOUSTON) WAS POSTPONED FROM MAY TO OCTOBER 19-21, AND  
DESPITE REQUEST TO SHOW AUTHORITIES NO MATERIAL RECEIVED AS YET  
ON ANNUAL MEETING OF AIR POLLUTION CONTROL ASSOCIATION  
(BOSTON JUN 16-19). ITEM 8: AS A RESULT OF INTENSIVE PROMOTION OF  
PARIS TC POLLUTION CONTROL EQUIPMENT EXHIBITION (MAR 29-APR 2)  
AT LEAST 21 DUTCH BUSINESSMEN ATTENDED SHOW.

(C) CAMPAIGN THREE (FOOD PROCESSING AND PACKAGING EQUIPMENT)  
ITEM 9: DESPITE EXTENSIVE MAILING AND PROMOTION, PROPOSED  
GROUP FLIGHT TO NATIONAL EXPOSITION FOR FOOD PROCESSORS  
(SAN FRANCISCO JAN 18-21) CANCELLED BECAUSE OF POOR DUTCH  
RESPONSE. SEVERAL DUTCH BUSINESSMEN WENT TO EXPOSITION  
INDIVIDUALLY BUT WE DO NOT YET HAVE FINAL FIGURES. ITEM 10:  
PARIS TC FOOD PROCESSING AND PACKAGING SHOW CANCELLED.

(D) CAMPAIGN FOUR (ENERGY SYSTEMS) IN ADDITION TO REQUIRED  
CCP ACTIONS, CONTINUED PREPARATIONS AND PROMOTION F EMBASSY  
SPONSORED AMERICAN BUSINESS DEVELOPMENT WEEK (ABDW) AT  
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PETROTECH '76, AMSTERDAM APR 6-9, SOLICITATION OF US FIRMS

YEIDLD 119 CATALOGS. WILL REPORT RESULTS OF ABDW BY CABLE AND AIRGRAM.

(E) CAMPAIGN SIX (BUILDING AND CONSTRUCTION EQUIPMENT AND SUPPLIES) BECAUSE OF GREATER DUTCH INTEREST AND ITS INCLUSION IN FOREIGN BUYERS PROGRAM, PROMOTED HOUSTEN CONCRETE AND AGGREGATES SHOW RATHER THAN TULSA WORLD CONGRESS OF HOUSING. AT LEAST 22 DUTCH BUSINESSMEN ATTENDED CONCRETE AND AGGREGATES SHOW.

(F) CAMPAIGN SEVEN (CONSUMER GOODS) ITEM 19: SINCE NEARLY ALL NEW EXHIBITS AT HORECAVA '76 WERE IN FOODSTUFFS RATHER THAN EQUIPMENT FOR HOTELS AND RESTAURANTS, AND RETURNING EQUIPMENT EXHIBITORS WERE ALREADY FAMILIAR WITH COMMERCIAL PROGRAM THROGUH 1974 AMERICAN BUSINESS DEVELOPMENT DAY (ABDD) AND 1975 PTO SOLICITATION, DID NOT CONDUCT ABDD OR PTO SOLICITATION THIS YEAR. ITEMS 21 AND 22: DID NOT PROMOTE DUTCH ATTENDANCE AT CHICAGO GIFT SHOW (FEB 8-13) OR MIAMI INTERNATIONAL BOAT SHOW (FEB 19-25) BECAUSE PROMOTIONAL MATERIAL NOT RECEIVED.

ITEM 23 AND 24: ALTHOUGH MEMBERS OF COMMERCIAL STAFF VISITED HISWA '76, (AMSTERDAM MARCH) DID NOT DO PTO SOLICITATION AT THIS SHOW OR AT MARCH CONSUMER FAIR. PLANNING TO CONDUCT PTO SOLICITATIONS DURING FOURTH QUARTER. IN ADDITION TO OTHER ACTIONS, HAVE ARRANGED FOR DIRECT US PARTICIPATION AT HOUSEHOLD FAIR (AMSTERDAM APR 23-MAY 2) BY OBTAINING FREE SPACE FROM MANAGEMENT AND ORGANIZING EXHIBIT OF SEVERAL US CONSUMER PRODUCTS; STAND CONSTRUCTION BEING FINANCED BY PARTICIPATING US FIRMS.

(G) CAMPAIGN NINE (DEVELOPMENT OF TRAVEL TO US). ITEM 13: WORKSHOP/SEMINAR NOT HELD BECAUSE OF REORGANIZATION OF PROGRAM (REFS B AND C). OF INTEREST, VOLUNTEERS OF VISIT USA INFORMATION SERVICE HANDLED DURING QUARTER MUCH HIGHER NUMBER OF REQUESTS 1359 INCLUDING 118 FROM TRAVEL TRADE.

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